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*New Roses
on Parade
1939-40*

ORIGINATED

AND INTRODUCED

by . . .

N. GRILLO

FLORICULTURIST

Established 1915

Milldale, Connecticut

ILLIDAE, CONNECTICUT



THORNLESS BEAUTY

Beautiful Crimson Red

Sport of "Better Times"

THE HOME OF NOVELTY ROSES
N. GRILLO - - FLORICULTURIST - - MILDAL, CONNECTICUT

My Parade of New Roses

After nearly a quarter of a century of growing and perfecting new varieties of beautiful roses, including among many others the famous strain "American Pride" — considered by many outstanding rose growers to be the finest white rose grown and one which has received so many high awards — it gives me great pleasure to introduce the beautiful new varieties herein illustrated.

I am especially proud to offer for the first time "Thornless Beauty", the rose without a thorn.

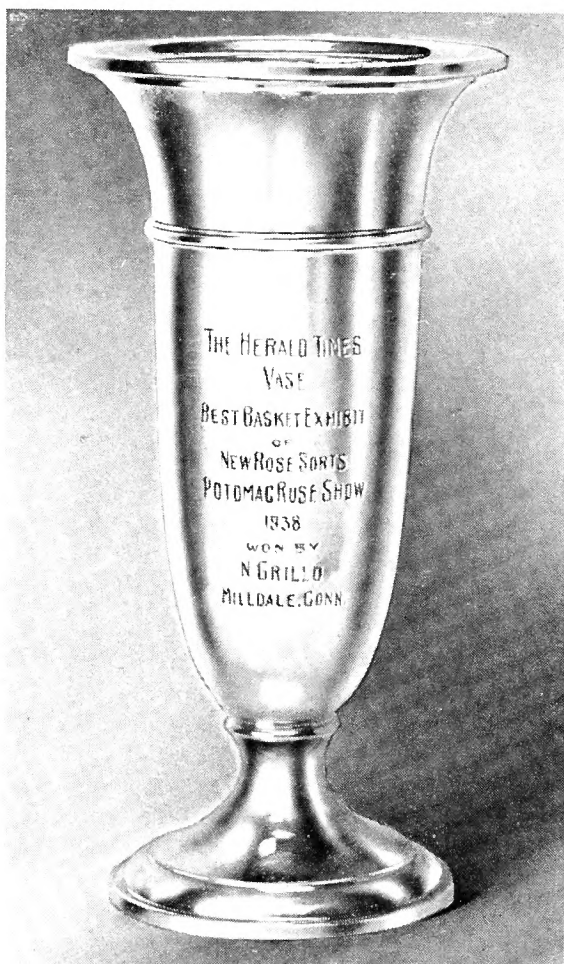
The rose lover's dream, at last, has come true.

All of these varieties are sports of very free-blooming roses known to floriculturists throughout the world, and are more pleasing in color, distinction, substance and lasting and free-blooming qualities than the parents.

N. Grillo

GOLD MEDAL

Awarded by International Flower Show, New York
March, 1933



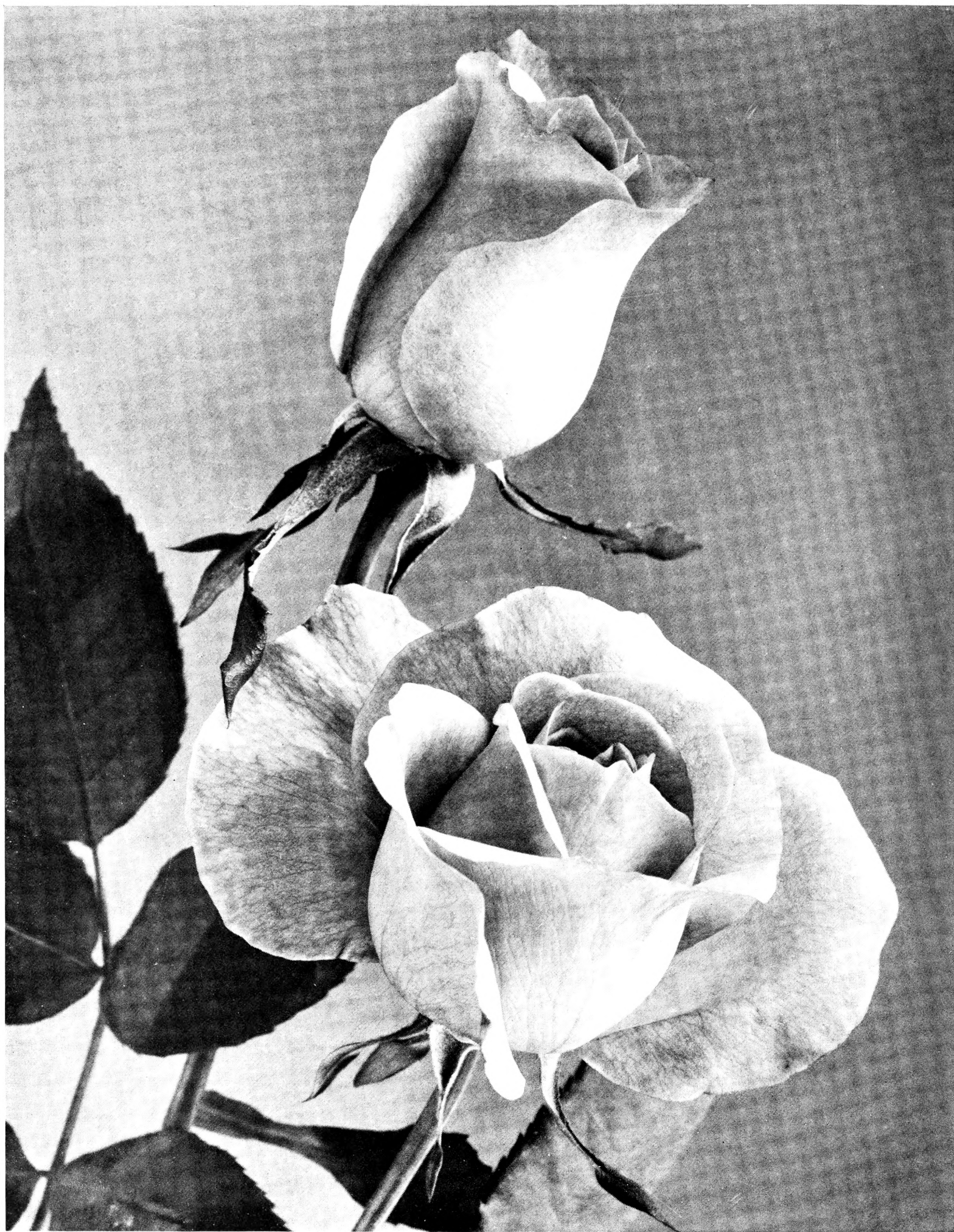
Silver Vase awarded at Potomac Rose Show Washington, 1938.

SILVER MEDAL

Awarded by the American Rose Society at the International Flower Show, New York and Philadelphia Flower Show March, 1933



A few of the Awards Presented to N. Grillo for His Rose Originations



REGINA ELENA

Dark Rose Pink

Sport of "Briarcliff"



JEWEL

Brilliant Velvety Red

Sport of "Better Times"

FLORIST AND GROWER OF QUALITY FLOWERS
ROSES OUR SPECIALTY



AMERICAN PRIDE

A Beautiful White

Sport of "Grillodale"



N. GRILLO

FLORICULTURIST





SUNNYMOUNT

Clear Yellow

Sport of "Joanna Hill"

LOCATED IN THE HEART OF CONNECTICUT
MILLDALE, CONNECTICUT

THORNLESS BEAUTY

Sport of "Better Times"
Registered with The American Rose Society
U. S. Patent Applied For

World's First Recorded Hybrid Tea Rose Without a Thorn!

For centuries it has been every floriculturist's dream to grow a rose without a thorn. Now this dream has come true and every rose grower can grow this wonderful new rose.

COLOR: Beautiful crimson red.

BUD: Medium long pointed when ready to open; of a slightly darker color than the open flower; opens gradually and perfectly.

FLOWER: Medium-large, full high-centered; about four inches across when fully open. Petals number about fifty. Moderate fragrance. Opens freely, and has very good lasting quality.

HABIT: Grows upright; vigorous, with abundant leathery foliage produced on many medium and long strong stems. After more than a year's trial, "Thornless Beauty" has proved to the originator's satisfaction that it is the most free-blooming rose he has ever grown.

PRICES:

Strong Grafted Plants (2 1/4 in.)

~~10.00 per dozen \$175.00 per 1000~~
\$40.00 PER 100; \$350.00 PER 1000

SCIONS

\$15.00 PER 100; \$125.00 PER 1000

JEWEL

Sport of "Better Times"
Registered with The American Rose Society
U. S. Patent Applied For

"Jewel" is a hybrid tea rose, a sport of the rose "Better Times" and originated by N. Grillo. This rose possesses many of the characteristics of the parent, but differs from it in several important respects.

COLOR: Brilliant velvety red which is retained when flower is wide open.

BUD: Long, pointed; color slightly darker than the open flower; opens gradually and perfectly.

FLOWER: Large and full when open, about five inches across. About forty-five petals. Heavy texture; broadly ovate shape; moderate fragrance; very good lasting quality, surpassing the parent in this respect.

HABIT: Grows upright; vigorous, with abundance of very strong stems and profusion of large leathery foliage. A free bloomer.

PRICES:

Strong Grafted Plants (2 1/4 in.)

Scions

\$30.00 per 100 (25 to 250 quantity)

\$12.00 per 100

\$250.00 per 1000 (250 and over)

\$100.00 per 1000

FLORIST AND GROWER OF QUALITY FLOWERS
ROSES OUR SPECIALTY

AMERICAN PRIDE

Sport of "Grillodale"
Registered with The American Rose Society
U. S. Plant Patent No. 49

"American Pride" is a sport of "Grillodale", which in turn is a sport of "Mme. Butterfly", and has long been regarded as the queen of white roses.

"American Pride" is considered one of the finest white roses ever developed, and has won high acclaim from florists, horticulturists and floral clubs and societies.

COLOR: Beautiful pure white when mature; at times (before maturity) suffused with slight tint of pink, which adds to its beauty.

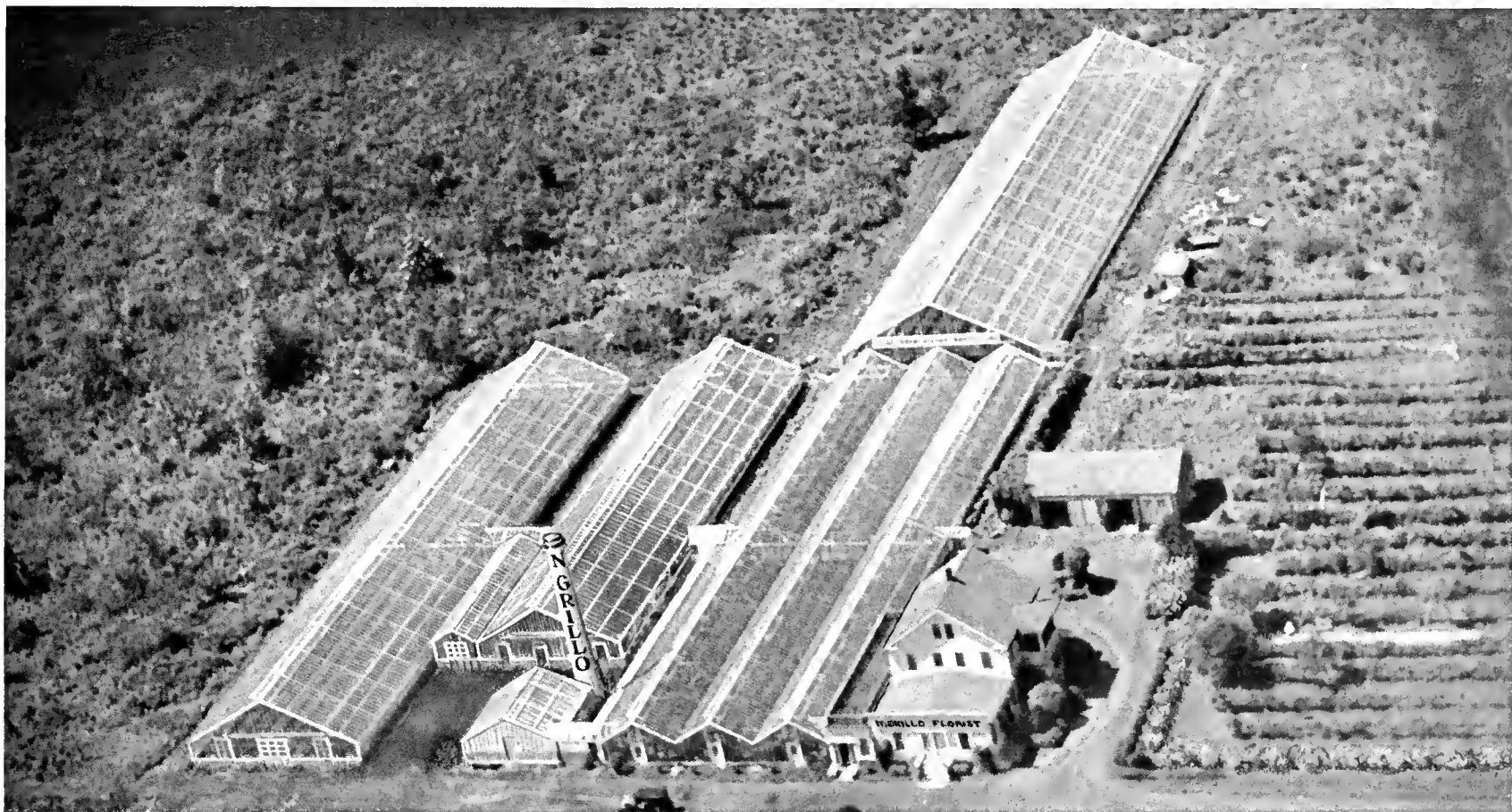
BUD: When opening, about two inches long. Opens gradually and full.

FLOWER: Large, about four and one-half inches across. About thirty-five very large petals, which are all large. Moderate, lasting fragrance and excellent lasting quality.

HABIT: Grows upright. Long and medium stout stems with very few thorns, and an unusual number of leafy branches. Leaves are leathery, large and heavy, and are of rich green color. Very prolific and a profuse bloomer.

PRICES:

<u>Strong Grafted Plants (2 1/4 in.)</u>	<u>Scions</u>
\$30.00 per 100 (25 to 250 quantity)	\$12.00 per 100
\$250.00 per 1000 (250 and over)	\$100.00 per 1000



Airplane view of N. Grillo establishment at Milldale, Connecticut, which has been constantly enlarged since its modest beginning in 1915. Plans for even greater enlargement are now under way.



N. GRILLO

FLORICULTURIST



REGINA ELENA

Sport of "Briarcliff"
Registered with The American Rose Society
U. S. Patent Applied For

"Regina Elena" is a hybrid tea rose, a sport of the well-known "Briarcliff". In color it is a much deeper pink than the parent and retains its fullness of color without fading. Rose enthusiasts have long sought a rose of the "Briarcliff" type with this deeper, more lasting clear pink color and "Regina Elena" fulfills this desire. Its distinguishing characteristics are firmly fixed.

COLOR: General color effect is a uniformly dark rose pink, which is retained when flower is wide open. Lasting quality is excellent.

BUD: Long, pointed; rose pink in color; opens gradually and perfectly.

FLOWER: Large and full when open; about five inches across. About fifty petals of good substance. Pleasing fragrance and excellent lasting quality.

HABIT: Grows upright, with abundance of very long and exceedingly stout stems and a profusion of dark green foliage. A free bloomer.

PRICES:

<u>Strong Grafted Plants (2 1/4 in.)</u>	<u>Scions</u>
\$30.00 per 100 (25 to 250 quantity)	\$12.00 per 100
\$250.00 per 1000 (250 and over)	\$100.00 per 1000

SUNNYMOUNT

Sport of "Joanna Hill"
Registered with The American Rose Society
U. S. Patent Applied For

This fine hybrid tea rose is similar to the parent in several characteristics, although it differs in a number of particulars. The originator has given this variety long trial and has found it to be the most pleasing of yellow roses in his long experience.

COLOR: Clear yellow (Buttercup), which is retained without fading.

BUD: Medium size; distinctive sharp-pointed shape, but relatively short and with large base.

FLOWER: Medium size when open, about four inches across. About fifty petals. Good substance and exceptional fragrance.

HABIT: Grows upright. More vigorous than the parent. Abundance of very long, straight stems with luxuriant green leathery foliage. A free and continuous bloomer.

PRICES:

<u>Strong Grafted Plants (2 1/4 in.)</u>	<u>Scions</u>
\$30.00 per 100 (25 to 250 quantity)	\$12.00 per 100
\$250.00 per 1000 (250 and over)	\$100.00 per 1000

LOCATED IN THE HEART OF CONNECTICUT
MILDALE, CONNECTICUT

Privilege and License

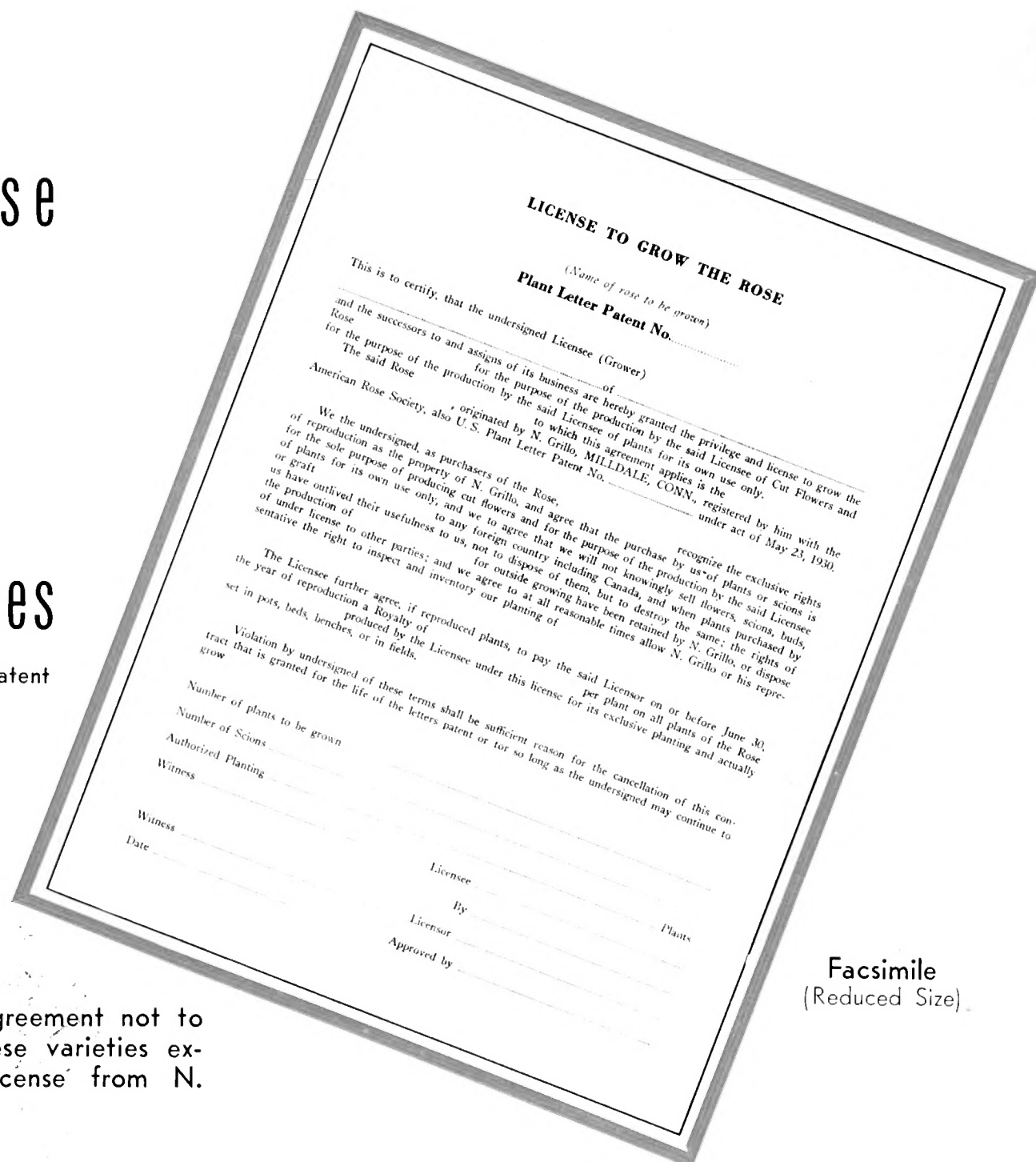
granted

LICENSEE
(Grower)

With Purchases of

N. Grillo Roses

Bearing U. S. Plant Letter Patent



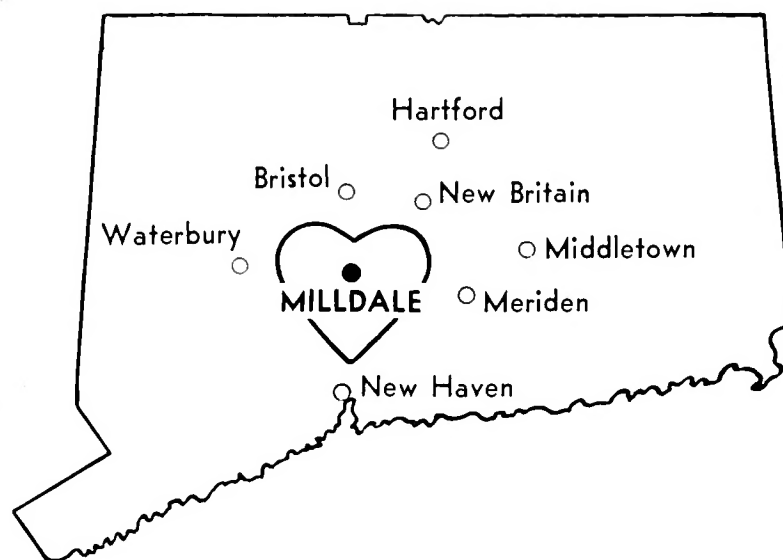
Facsimile
(Reduced Size)

Purchasers must sign agreement not to propagate stock of these varieties except under Special License from N. Grillo, Originator.

This Special License permits growing for the purpose of cut flowers only. If plants are to be reproduced — read License as to royalty specifications.

Located
In The Heart
of
Connecticut

Visitors Always Welcome at
the Home of Novelty Roses



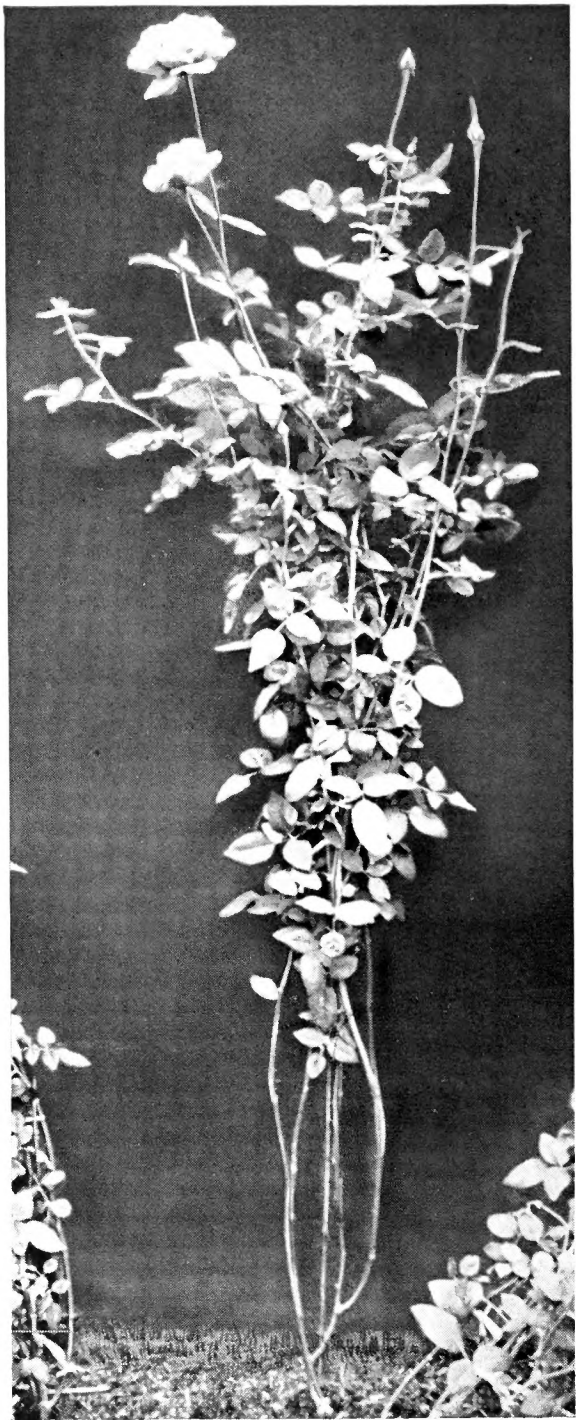
Distance from:

Meriden	5 miles
Waterbury	8 miles
Bristol	9 miles
New Britain	11 miles
Middletown	15 miles
New Haven	18 miles
Hartford	21 miles

N. GRILLO - - FLORICULTURIST - - **MILLDALE, CONNECTICUT**
THE HOME OF NOVELTY ROSES

The Story of "Thornless Beauty"

... The Rose Without A Thorn!



"Thornless Beauty"
typical
average plant

Probably the most amazing development in the world of floriculture is "Thornless Beauty", the wonderful new rose that offers exceptional beauty, luxurious petalage and color and yet is the first recorded hybrid tea rose without a thorn!

"Thornless Beauty" has proved excellent for both indoor commercial growing and outdoor culture and is, as its name indicates, something rose growers the world over have long envisioned.

Illustration shows typical "Thornless Beauty" average plant growing in the N. Grillo greenhouse six months after planting. Note its free-blooming quality.

N. Grillo

Originator